



GOVERNOR'S ADVISORY COUNCIL ON AGING

MARKETING AND OUTREACH TASK FORCE (MOTF)
MEETING MINUTES

June 27, 2012
1:30 pm – 3:30 pm

Arizona Capitol Complex
Executive Tower Building
Fifth Floor Conference Room
1700 W. Washington Street, Phoenix, Arizona 85007

Council Members & Task Force Participants Present

Joel Millman, Task Force Co-Chairman (telephonic), Roger Forrester, Task Force Co-Chairman (telephonic), Christine Bryson-Lazo (telephonic), Trudy Schuett (telephonic), Shawn Trobia, and William Walker

Council Members Not Participating

Doyle Meredith
Karen Zanzucchi

Council Staff Present

Cathy De Lisa
Kim Jennings

Guests Present & Signing In

None

Welcome, Introductions, Review & Approval of Minutes

Co-Chairman Roger Forrester called the meeting to order at 1:35 pm. A welcome and introduction period followed. After a review of the draft minutes from June 14, 2012, *Bill Walker made a motion to approve the minutes as written; Shawn Trobia seconded the motion. The motion passed unanimously.*

Accomplishments to Date

Co-Chairman Roger Forrester started a discussion of accomplishments of the Task Force using the marketing model document staff member Kim Jennings had developed and included in the meeting packet. The document, according to Mr. Forrester, outlines the marketing model framework and includes outcomes from the marketing model for each 2012 priority as outlined by the Mature Workforce Committee (MWC). The group agreed by general consensus that the remaining steps for the MWC included developing additional tools and ensuring implementation of the marketing model for each of the three priorities. Kudos were given to Roger Forrester and Joel Millman along with staff member Kim Jennings for all their work related to the Marketing

& Outreach Task Force. A copy of the staff document referenced during the discussion is available for review through the Council on Aging office.

Discussion – Approval Sunset MOTF

Following the review of the accomplishments to date and discussion, Co-Chairman Roger Forrester asked for a motion to sunset the Ad Hoc group. *Shawn Trobia made a motion to recommend to the Council that the Marketing & Outreach Task Force sunset upon the approval of the Governor’s Advisory Council on Aging. Joel Millman seconded the motion; the motion passed unanimously.*

Recommendations for the Mature Workforce Committee

Referencing the discussion to sunset the Ad Hoc group, Co-Chairman Roger Forrester suggested draft marketing tools and ideas from the MOTF members be collected by GACA staff and included in materials for the MWC. MWC will then determine, according to Mr. Forrester, what will be developed and how the marketing plan will be implemented. Following a lengthy discussion, the group requested:

- Kim Jennings update the marketing model document she had provided as part of the meeting packet,
- Kim Jennings, Joel Millman and Shawn Trobia provide updates to the Council approved Work Plan,
- Draft marketing ideas or documents from the MOTF members be forwarded to Kim Jennings, and
- The updated Work Plan and marketing model documents be included in the MWC July 12th meeting packet.

Announcements

No announcements.

Adjourn

The Committee meeting was adjourned by Co-Chairman Roger Forrester at 2:19 pm.

Next Meeting:

Any future meeting of the Marketing and Outreach Task Force will be announced by public meeting notice posted at the GACA website, www.azgovernor.gov/gaca. These meetings are open to the public.